

ALPINE CANADA ALPIN



2022-23 ANNUAL REPORT

WELCOME

Within this space where a passionate ski community comes to gather, you are welcomed, accepted, and respected.

Here, no matter who you are or where you are from you are at home, regardless of your race, national or ethnic origin, colour, religion, age, sex, sexual orientation, gender identity or expression, marital status, family status, genetic characteristics, disability, or conviction.

All we ask is that you be excellent, respectful, accountable, courageous, and a leader.

TOGETHER WE ARE



We acknowledge that Alpine Canada's work to inspire and unite people through sport occurs on traditional territories of the peoples of the Treaty 7 Nations in Southern Alberta and the Metis Nation of Alberta Region 3.

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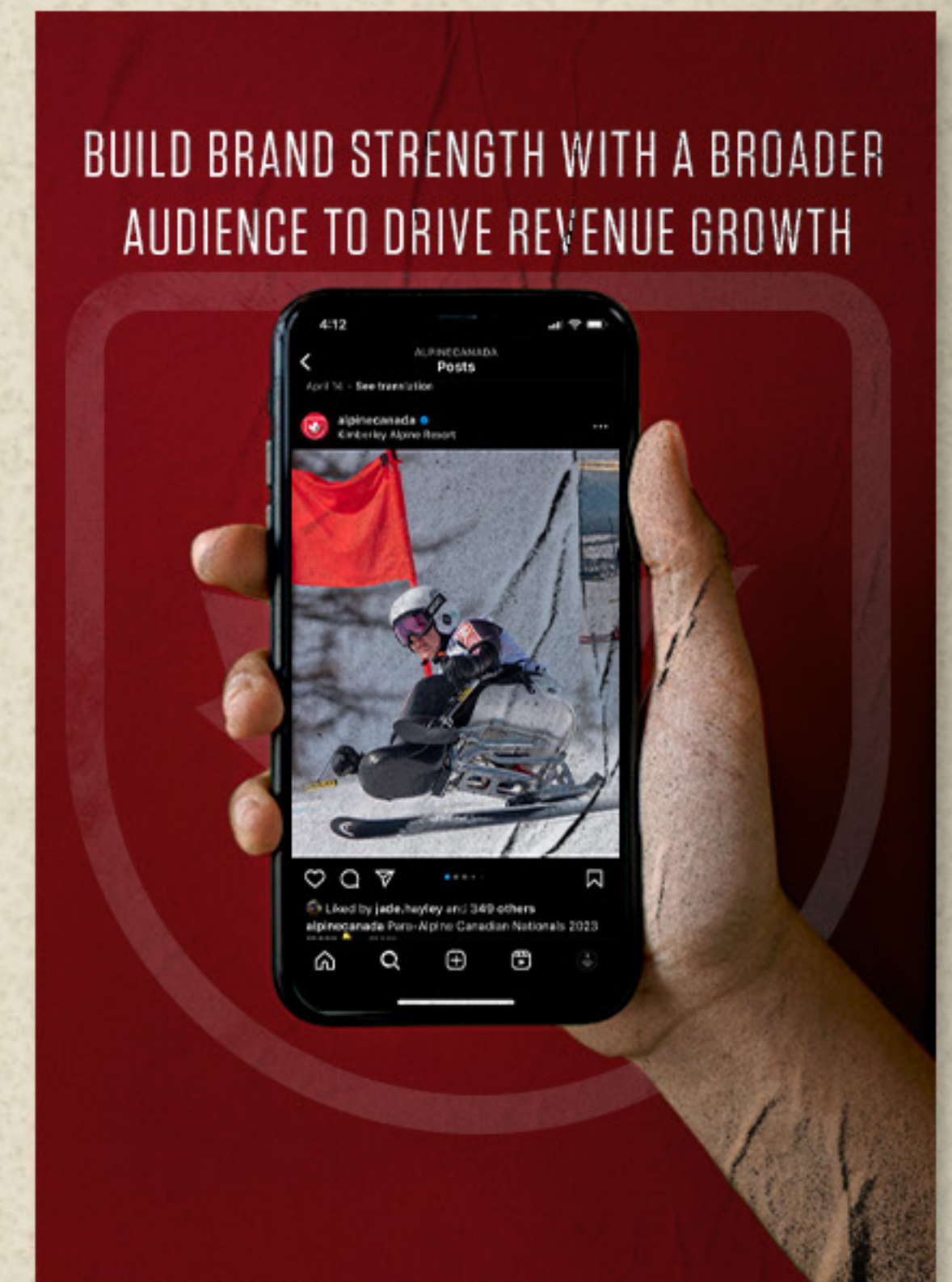
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THE STRATEGIC PLAN

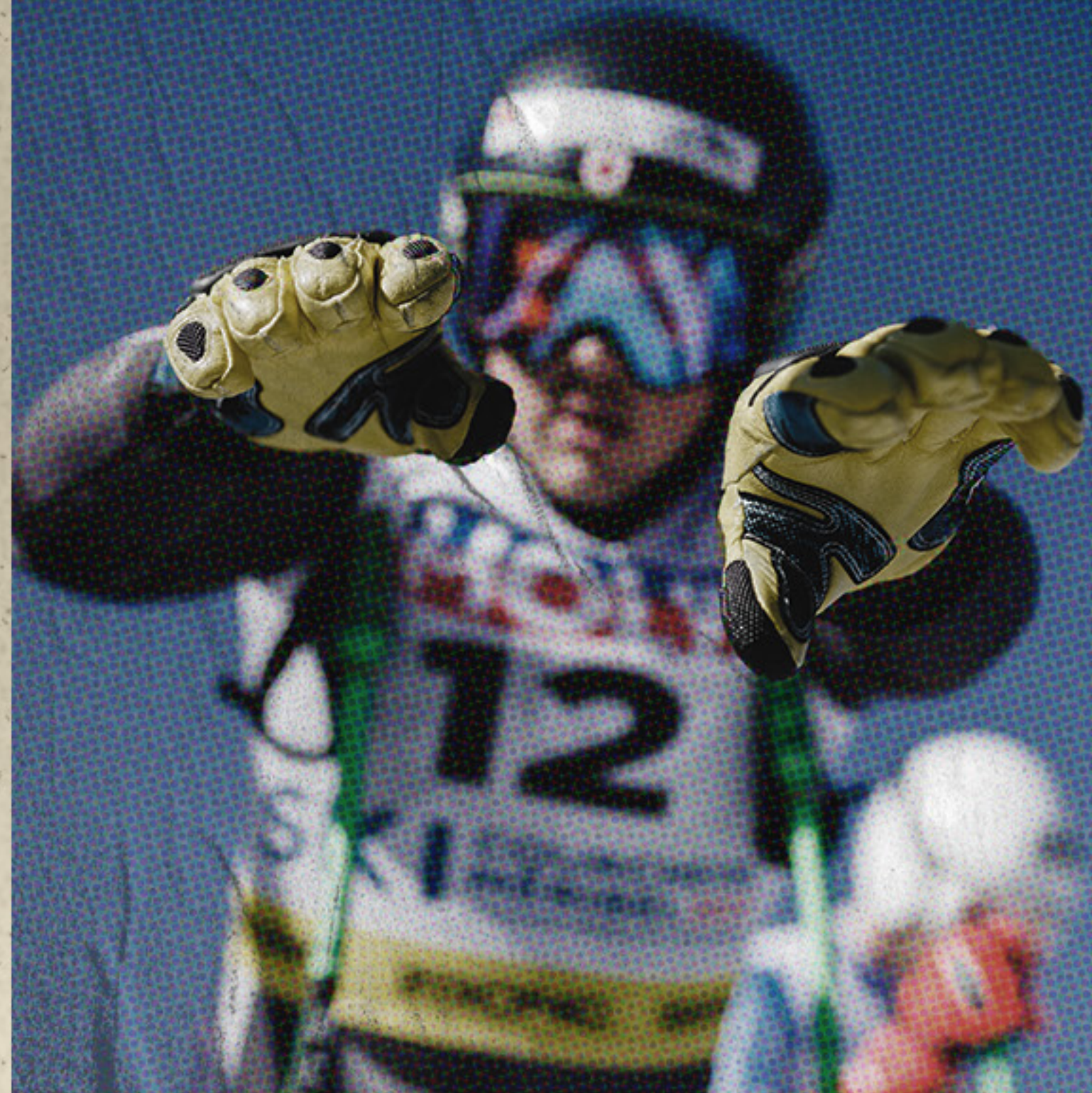
2022-23 was a historic-record breaking season and one that the entire ski racing community can celebrate. As an organization good progress was made on several pillars of the strategic plan. And while there remains much work to do, we can't forget to celebrate the victories on and off the snow!





VISION

To be a world-leading ski racing nation inspired by the passion & performance of Canada's ski teams



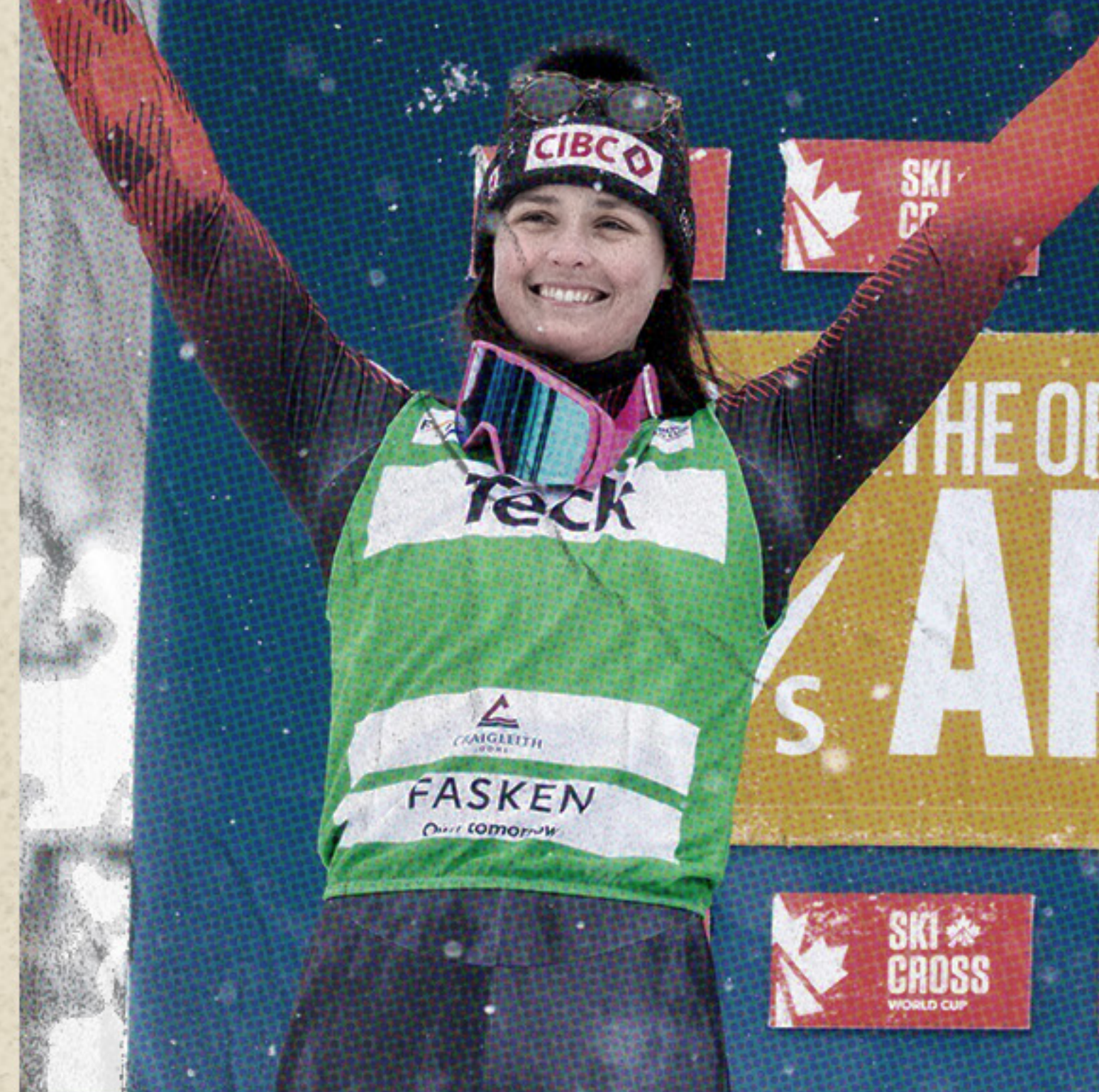
PURPOSE

Power a nation to peak performance



MISSION

Increase podium performances and inspire growth in participation and fans





TIM DATTELS
CHAIR OF THE BOARD OF DIRECTORS

MESSAGE FROM THE CHAIR & CEO



THERESE BRISSON
PRESIDENT & CEO

- 2022_23 marked the beginning of a new era in Canadian ski racing that electrified Canadians and energized the ski community. Canada had a historic record-breaking performance at the alpine World Championships, ski cross won its 10th Nations Cup, Reece Howden won the overall Crystal Globe and para-alpine had podiums at their World Championships.
- In our first full season without restrictions we experienced a strong increase with registered participants up +5.3% and registered coaches up +6.2%. A key project was the development of our Coach Education and Development Action Plan for the ~5,500 licensed coaches. This action plan came as the result of findings from a national survey and is designed to provide a better experience for young ski racers.
- In our ongoing Safe Sport effort, we transitioned our ITP to OSIC and the Abuse Free sport program, which was a massive effort that required new agreements, policy updates, obtaining consent and education on tight timelines. We also provided support to our PTSOs/clubs on safe sport policy and education in preparation for their transition to OSIC.
- We executed a full calendar of Nor-Am races and the National Championship events as well as took on the leadership and financial responsibility for the Alpine Lake Louise WC as the event organizer for the first time in a decade. We delivered a successful WC Test event at Tremblant and are quickly moving into the final stages of preparation, planning, and selling to ensure a successful launch next year with a sustainable business model where all parties can win.
- We have much work to do to elevate the system to help develop the Next Gen/2030 group of athletes to achieve Top 20 by 20, WJSC podiums, and readiness for a CAST, CSCT, and CFAST, who are focused on WC competition.

THE BOARD



Anne-Marie Boucher
VICE CHAIR OF THE BOARD OF DIRECTORS



Blake Hutcheson
DIRECTOR



Bruce Chapple
DIRECTOR



Darryl White
DIRECTOR



Deborah Orida
DIRECTOR



Don R. Lindsay
DIRECTOR



Erik Guay
DIRECTOR



Jean Raby
DIRECTOR



Kaori Zage
DIRECTOR



Kelly VanderBeek
DIRECTOR



LUKE GOULD
DIRECTOR



Marc Lanouette
DIRECTOR



Mark D. Wiseman
DIRECTOR

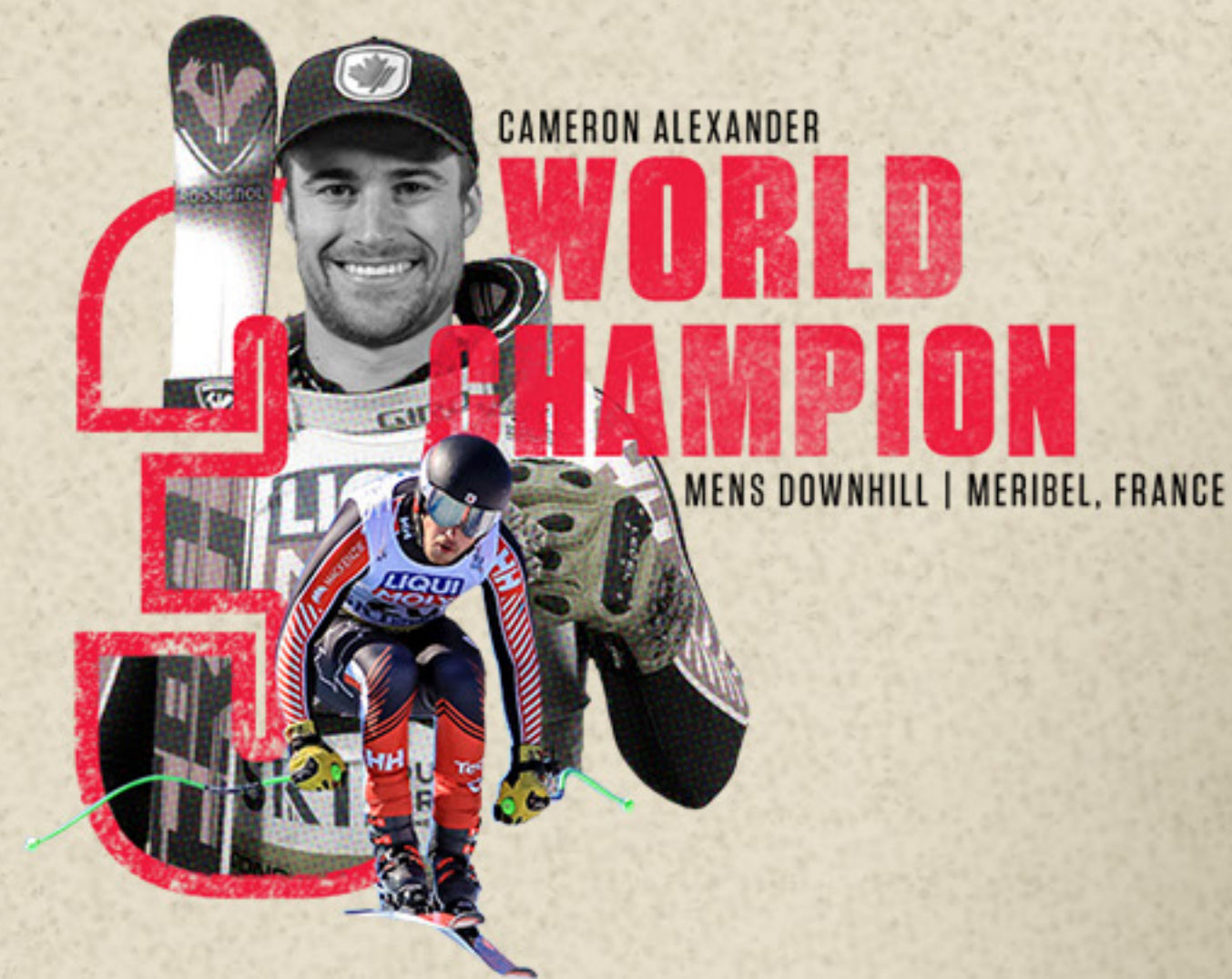


Sarah Evans
DIRECTOR



Tracey Pearce
DIRECTOR

ALPINE



SKI CROSS

CRYSTAL GLOBE WINNER

REECE HOWDEN



ALPINE CANADA ALPIN PRESENTS.....

NATIONS



KRIS MAHLER · KEVIN DRURY · MARIELLE THOMPSON · BRITTANY PHELAN · BRADY LEMAN · REECE HOWDEN · COURTNEY HOFFOS
HANNAH SCHMIDT · CARSON COOK · JARED SCHMIDT · ABBY MCEWEN · TIANA GAIRNS · INDIA SHERRET

PARA-ALPINE

KURT OATWAY



10 TOP 8 FINISHES

BRIAN ROWLAND

1.74B



3 TOP 8 FINISHES

ALEXIS GUIMOND



11 TOP 8 FINISHES

FRÉDÉRIQUE TURGEON



14 TOP 8 FINISHES

RETIREMENT FROM **CAN**skiteam



3X-Olympian

TREVOR PHILP

4-Top Tens



2X-Olympian

MARIE-MICHELE GAGNON

5-Podiums



2016 X- Games Gold

BRADY LEMAN

2018 Olympic Gold

DOMESTIC CAPACITY

The 2022-23 season saw a return to skiing for many following the stops and starts of the previous couple of seasons. Registered participants grew by +5.3% and registered coaches grew by +6.2%. A robust Coach Education and Development Action Plan was developed for the ~5,500 licensed coaches based on the findings in a National Survey. Alpine Canada also took on the leadership of its CGL insurance in an effort to better service our members and control costs.



abuse-free SPORT^{TM/MC} sans abus

Alpine Canada signed an agreement to join Abuse-Free Sport, the new independent program to prevent and address maltreatment in sport that gave ACA, and its stakeholders access to the services of the Office of the Sport Integrity Commissioner (OSIC), which serves as the central hub of Abuse-Free Sport. We also provided support to our PTSOs/clubs on safe sport policy and education in preparation for their transition to OSIC



COACHING



Registered Coaches By Province	2020-2021	2021-2022	2022-2023	YOY CHANGE
ALBERTA	693	667	798	19.64%
BRITISH COLUMBIA	1008	940	996	5.95%
MANITOBA	42	47	57	21.28%
NEW BRUNSWICK	83	83	91	9.64%
NEWFOUNDLAND & LABRADOR	14	16	17	6.25%
NORTHWEST TERRITORIES	0	1	22	100.00%
NOVA SCOTIA	133	127	129	1.57%
ONTARIO	1782	1793	1895	5.69%
PRINCE EDWARD ISLAND	7	6	6	0.00%
QUEBEC	1548	1400	1454	3.86%
SASKATCHEWAN	97	88	92	4.55%
YUKON	19	21	20	-4.76%
TOTAL	5686	5189	5555	7.05%

PARTICIPATION

Registration and membership numbers have fully recovered from the decline associated with the COVID-19 Pandemic in the 2020-2021 season. This growth can be seen within both the larger skiing provinces of British Columbia, Alberta, Ontario, and Quebec as well as smaller provinces such as Manitoba and Newfoundland & Labrador.

PROVINCIAL REGISTRATION TOTAL

	2019-2020	2020-2021	2021-2022	2022-2023
ALPINE CANADA	46	119	146	154
ALBERTA	1,981	1,771	2,205	2,266
BRITISH COLUMBIA	2,975	2,598	3,174	3,294
MANITOBA	136	70	102	124
NEW BRUNSWICK	233	221	212	210
NEWFOUNDLAND	24	11	22	29
NOVA SCOTIA	323	319	363	314
ONTARIO	3,656	1,155	3,135	3,651
PEI	35	-	21	31
QUEBEC	4,126	3,426	4,116	4,154
SASKATCHEWAN	289	157	236	220
YUKON	17	25	23	20
TOTAL	13,841	9,872	13,755	14,467



AWARDS



ALPINE
ATHLETE
OF THE
YEAR

**JAMES
CRAWFORD**



ALPINE
ATHLETE
OF THE
YEAR

**LAURENCE
ST-GERMAIN**

SKI CROSS
ATHLETE
OF THE
YEAR

**REECE
HOWDEN**



SKI CROSS
ATHLETE
OF THE
YEAR

**MARIELLE
THOMPSON**



PARA-ALPINE
ATHLETE
OF THE
YEAR

**ALEXIS
GUIMOND**



PARA-ALPINE
ATHLETE
OF THE
YEAR

**FRÉDÉRIQUE
TURGEON**



COACH OF
THE YEAR

(NATIONAL TEAM)

**JOHN
KUCERA**



COACH OF
THE YEAR

(NATIONAL TEAM)

**KARIN
HARJO**



VOLUNTEER
OF THE
YEAR

**HEATHER
KEITH**



COACH OF
THE YEAR

(PROVINCIAL TEAM)

**CAM
MCKENZIE**



COACH OF
THE YEAR

(PROVINCIAL TEAM)

**RACHEL
TOPPING**



NANCY GREENE
BUILDER AWARD

**JURG
GFELLER**



COACH OF
THE YEAR

(DOMESTIC PROGRAMS)

**DAVID
McNEIL**



COACH OF
THE YEAR

(DOMESTIC PROGRAMS)

**JENNIFER
CLARRIDGE**



MINOGUE
AWARD
OF
EXCELLENCE

**KIKI
ALEXANDER**

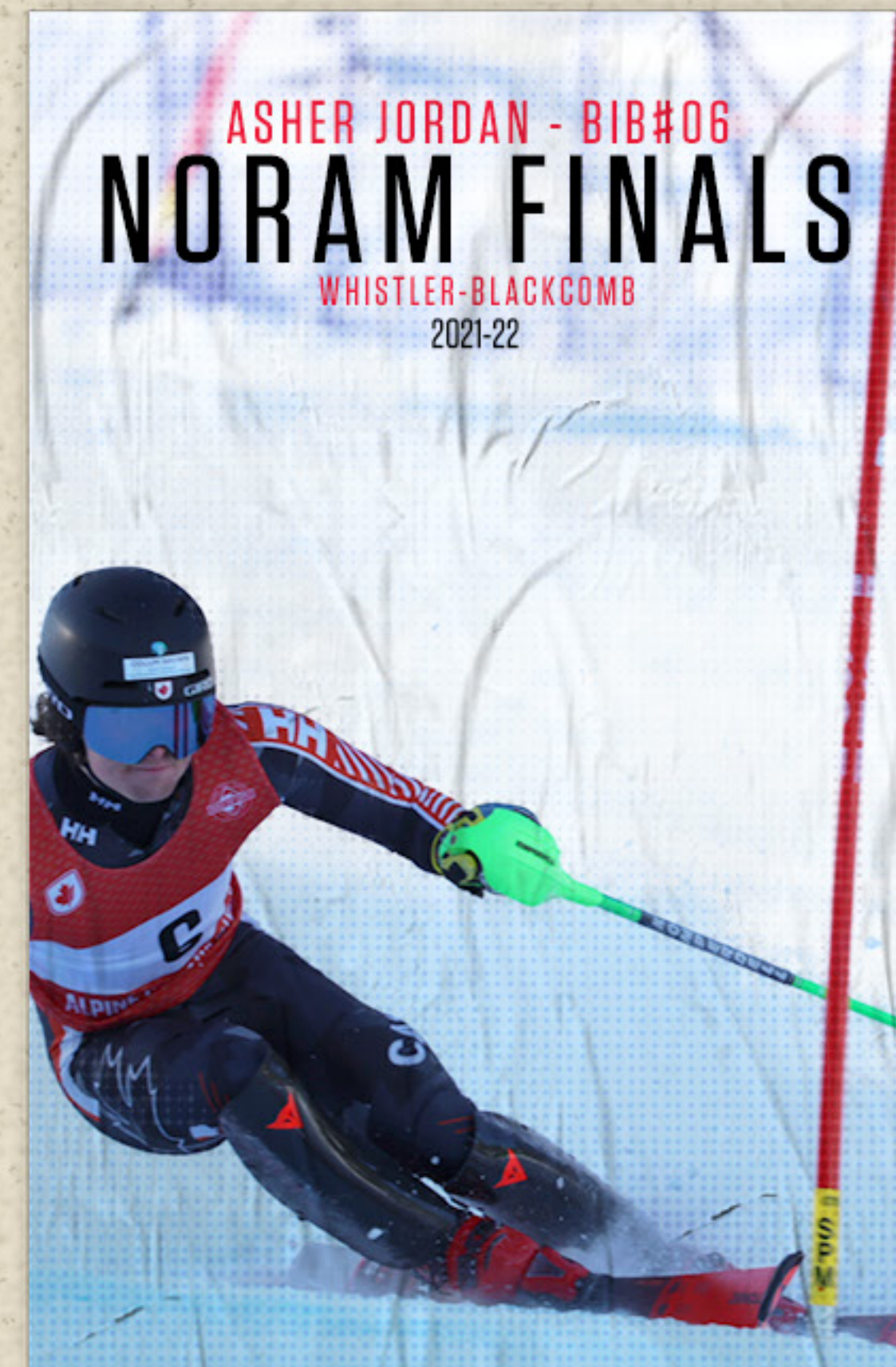


SAM OUSHER
SWITZER
CHARITABLE
FOUNDATION

**TRISTAN
RODGERS**

DOMESTIC FIS RACES

Domestic FIS racing is continuing to grow momentum with large race fields and international interest. The alpine Nor-Am season included new and returning Canadian locations with Mont Tremblant coming into the fold hosting the alpine Men in advance of the return of the women's World Cup in December 2023, Camp Fortune and Mont Ste Marie returned to the schedule after a hiatus and the year concluded in Whistler in 2023 with CAN athletes taking home World Cup starts headed into the 2023-2024 season. The Canadian National Championships although, bundled with weather challenges was a success with Canadian National Team and Provincial athletes standing on the Podium crowned National Champions.



SKI CROSS WORLD CUP

CRAIGLEITH, ON, CANADA



PHILANTHROPY

PODIUM CLUB

GREW BY
+12% AND REVENUE BY **\$100K** YEAR OVER YEAR



AUDIENCE GROWTH



**FRIENDS AND
FOLLOWERS**



**POTENTIAL
NEWS REACH**

1.74B



PARTNERSHIPS

have grown nearly 2x since 2021 to \$3.2MM with renewals and new partners

PREMIER PARTNERS



NATIONAL PARTNERS



OFFICIAL SUPPORTERS



SPORT & MEDIA PARTNERS



FINANCIALS

20222023

Revenue	\$	\$
Government of Canada (note 3)	9,750,430	8,554,567
Sponsorship and Supplier Pool (note (2(d),10)	2,923,877	3,196,442
Fundraising (note 10)	2,081,309	2,678,748
Membership fees	807,523	991,236
Team fees	757,730	498,979
Domestic initiatives	651,956	624,654
Provincial education	455,000	383,853
Coach education	426,735	494,917
Events (excluding federal and provincial grants)	376,493	340,708
Other	126,624	231,891
	18,357,677	17,985,995

	2022	2023
Expenses	\$	\$
Canadian Alpine Ski Team	5,524,258	6,176,446
Canadian Ski Cross Team	3,068,481	2,293,970
Events	2,239,037	1,940,269
Canadian Para-Alpine Ski Team	1,870,633	1,850,815
Administration (note 9)	1,445,555	1,614,553
Supplier Pool (note 2(d))	1,171,625	1,413,754
Membership Programs	1,016,728	1,069,078
Sponsorship	591,602	680,725
Coach education	513,412	249,482
Communications and marketing	273,503	350,428
Fundraising (note 8)	164,616	179,052
Amortization of property and equipment	146,283	190,890
	18,020,733	18,009,462

